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#6 / Pro Amendment A  
g. Hargrove  
3/23

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Alston, et al.

Serial No.: 10/057,513

Conf. No.: 4325

Filed: January 25, 2002

For: **DYMANICALLY BRANDED  
WEB SITES**

Art Unit: 2151

Examiner: Unassigned

**CERTIFICATE OF MAILING BY "EXPRESS MAIL"**

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US Patent and Trademark Office  
PO Box 2327  
Arlington, VA 22202, on this date.

11/27/02  
Date

Michael Lough

**PRELIMINARY AMENDMENT**

US Patent and Trademark Office  
PO Box 2327  
Arlington, VA 22202

**RECEIVED**  
DEC 04 2002  
Technology Center 2100

Sir:

Preliminary to examination of the above-captioned patent application, please amend the specification as follows:

**IN THE SPECIFICATION**

Please amend the specification as follows (a marked up copy of the amended specification is attached to this Amendment):

**Please replace the paragraph on page 10, lines 20-21, with the following:**

Figure 15 (comprising Fig. 15a – 15u) lists an exemplary HTML file created by the e-commerce system in accordance with the present invention.



12-02-02 9p2151

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Michael Lough

TRANSMITTAL LETTER

US Patent and Trademark Office  
PO Box 2327  
Arlington, VA 22202

Sir:

Transmitted herewith is a Preliminary Amendment with an attachment of marked up paragraphs for filing in connection with the above-identified application. Because this Preliminary Amendment is filed prior to receipt of a first office action on the merits in the above-referenced application, no fee is due. However, should it be determined that a fee for filing these papers is required, the Commissioner is authorized to charge Deposit Account No. 50-1213, as stated below:

[X] The Commissioner is hereby authorized to charge any fees that may be due under 37 C.F.R. §§1.16-1.17 in connection with this paper or with this application during its entire pendency to Deposit Account No. 50-1213. A duplicate of this sheet is enclosed.

Respectfully submitted,  
HELLER, EHRMAN, WHITE & McAULIFFE LLP

By:

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Attorney Docket No.: 37232-6067  
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